

Raja Rogers Meeting Notes  
8/29/06

Raja Rogers: A nice experience was given by Peter Wallace, Dr. Keith Wallace's brother, whose been meditating for over 43 yrs. Maharishi commented that we can really do anything with our attention, but if we focus on gross activity, then it will inhibit our ability to work on the subtle levels where everything can be done. He commended P's exp, but said that he should have attn more on the subtle levels, if he wants to accomplish something great.

It became apparent today that Maharishi is looking for even deeper exp than the wonderful ones we are having here. He said, I want to say something, but don't want to say it until I hear the experience.

We really want to remember that there are over 25,000 people that have been trained in TM-Sidhi program in the US. So we should easily have enough people to rotate through these 2 facilities.

Everyone should redouble their efforts to encourage everyone from their area to try to spend 1-4 weeks on the course. That will also help your area because people come back much stronger.

There may be change in our structure of what we have to do. A lot more money has been going out than coming in. Our domain has been very well run, but still there is hundreds of thousands of dollars difference between income and expenses. It is better than many domains, but is a concern to Dr. Feldman and International. They are thinking about restructuring things.

Really, really focus on keeping your expenses down and income up. Find a way to teach, give courses, CIC. Salary will be somehow determined on a percentage basis until the finances become more sustainable, but it is not clear yet how. From a business viewpoint, we have a situation with cash in and cash out. Review what expenses are cost-effective, e.g., evaluate what advertising has been successful. Start prioritizing revenue in producing activities.

Patrick: Is there any place in the country, where they have determined certain investments in advertising have worked consistently?

Raja Rogers: Have heard of what doesn't work. In our domain, we have held down expenses because we have not done much of this. Newspaper and radio advertising have not worked. Sarasota, Ft Lauderdale, Atlanta, Gainesville, Lex, Seagrove Beach in the black. Everyone else in our domain is running a deficit. Word of mouth works, adv lectures work, referrals work. Ask people how their meditations are going, check people, have all the social events, avoid venues where you pay \$200 for several weeks in a row and no one starts.

Patrick: Thank you to all for your support during the time of my mother's passing. It's shown us how important our community is.

Raja Rogers: It's a very big deal, powerful, emotional when a parent leaves. We have our group of high consciousness people who are very caring of one another. That is one of our great strengths. Maharishi has said that we are very fortunate to have people in a group, such wonderful disciples who have come to him and Guru Dev (although he always pushes us forward). Maharishi has encouraged us to spend extra time and attention with our elder parents as they grow older.

Jane B: Discussion of using either MUM or a Gov in Canada, Christian, for printing, labeling of CBE Tour invitations. Also, whether to use bulk mail or first class.

Raja Rogers: At the Raj, we have not found it true that people pay more attn to first class mail than bulk mail. Plus we only use first class when we want to refine mailing list. We go with cheaper – bulk mail. We usually would favor MUM, but this time, we will use the Gov in Canada.

Jane B: Ruth and Jeff have volunteered to proofread everything.

Raja Rogers: Where are we in getting the names?

Jane B: In Atlanta, we will use a mailing list provider. [sorry, I missed some of this conversation]

Jeff Murphy: A Sidha has been volunteering and found 500 names so far. She found a nice way of getting contact info for schools: School-based decision making council (SBDM) - principal, 3 teachers and 2 parents. We are asking each county if we can get a list of the people on this council.

Raja Rogers: We need to put our attn on something that will work. You each know in your area what will probably work and what are the long shots. So minimize the long shots. We may run into a roadblock with this SBDM Council in public schools. Should work with private schools.

Jeff Murphy: This council seems to be a good first approach.

Dori: From Janet Hoffman in NY who has already had a CBE tour: Send out a tiered mailing. Send out mailing to most important people first – superintendents, principals, headmasters. Then to guidance counselors and social workers. Then down the list.

Most effective and most important – follow up each mailing with a phone call. She calls each superintendent to make sure they are invited. She spent from 10am-5pm daily for one month or more calling people.

Jane B: Meeting on Thurs morning with Janet Hoffman and other people who have had experience with the tour re: what is effective. It was suggested to have West Coast calling East Coast teachers at appropriate times and vice-versa. OK?

Raja Rogers: Maharishi would not support as he wants each domain to be self-sufficient.

Jane B: Still working on finding out if we can give continuing education learning units for the conference.

Raja Rogers: Good. Follow-up is crucial!!! Phone calls, etc. are necessary. Candace has used baby steps very effectively. Get a team of volunteers in your area and have everyone call 1-2 people every day.

Lewis: Maybe we should use first class mail with first-tier of people.

Raja Rogers: The only reason we would use first class is to get it there more quickly.

Jane B: We have all the materials written: Cover letter, 3 articles, tri-color brochure, envelope.

Lewis: It takes 7 sales impressions to close a sale, according to marketing principles. Why not send the letter now, rather than wait? Say in the letter, that we will be sending a brochure, etc.

Jane B: The letter relies on the enclosures.

Raja Rogers: For the top people, it'd be better that they get 2 pieces of mail, rather than 1.

Lewis: Top people need a lot of advance notice because they book up months in advance.

Dori: We should call all the heads of schools and superintendents now to let them know to look out for the letter.

Jeff Litwin: Could we use email instead of a letter, with links to appropriate sites?

Debbie: Let's wait until Thurs to decide when we have a meeting with Bobby Roth, etc. We are ahead of the timelines they sent.

Raja Rogers: The level of organization is good so far. We need to have timelines for when we do mailings, etc. Debbie and Jane B can work together on timeline and organizing.

Debbie: If we mail everything out 1 month in advance, that is good.

Raja Rogers: When we have the meeting on Thurs, we can review the timeline – printing, lists, labeling, mailing.

Dori: Janet Hoffman said the phone calls are the most important. We need manpower for that.

Raja Rogers: Get the lists and maybe we can find people from here who can call. The Raj is considered to be an embassy of our domain by Raja Wynne and Maharishi.

Jane B: On mailing lists: how select from the 3 companies?

Raja Rogers: Need more info in order to make a decision. Let's wait for the Thurs meeting with Bobby.

Lewis: Land for marble Peace Colonies: what are guidelines for acreage and price per acre? 8 acres at ½ million per acre, ok?

Raja Rogers: Unless there is something that is very, very prestigious, we go with less expensive. If prestigious, usually only get 1.5-2 acres. Because get resistance from Int'l if price is over \$1-2 million. Drop me an email or call me when you get prices. 10-15 acres for Peace Colonies.

Connie: Our land in Chattoona. 2.5 acres for 650,000. It's close to a mall. David Humphreys is here and he submitted a question to Dr. Feldman as to who can hire a civil engineer. Can you ask Dr. Feldman next time you talk to him?

Raja Rogers: Yes, or I will talk to David.

Connie: I heard that Maharishi said there shouldn't be steel in buildings or if there is, you can't spend the night in them. Rumor or not?

Raja Rogers: Maharishi doesn't like steel buildings so no more will be ordered, but some were ordered before. The first reaction from Maharishi was strongly against steel and he was wondering how we got locked into steel buildings. More clarification may come. But we should think we aren't going to have steel buildings where you are.

Jeff Litwin: There is a RC in Atlanta this weekend so invite your meditators.

Jane B: Maybe we could waive our share of income if we send people to it because it has been challenging to get numbers there.

Raja Rogers: Let's do the numbers after and see how it goes.

Meeting next Tuesday night. We're really, really proud of how everyone is doing, our coherence. It's just a wonderful group to work with. We are destined for success because of the group coherence and the group consciousness.